



THE MASSEUR



American Massage & Therapy Association

FORMERLY THE AMERICAN ASSOCIATION
OF MASSEURS & MASSEUSES

OFFICIAL BULLETIN

MARCH - APRIL 1959

DECATUR, ILLINOIS

Mid-West Planning Plane Trip to Attend National Convention in California

HOW ABOUT A PLANE TRIP?

I put a man on this committee to find out just what the cost would be per person, if we chartered a plane from Chicago to California. So far I haven't heard from him. But you can be thinking it over. Everyone in the Middle West who is interested could report at the airport in Chicago and we could take off from there. Fly to the nearest airport in Long Beach. I think it would be fun, besides it would save us as individuals a lot of money.

I was told it cost \$175.00 single fare tourist rate for a round trip and I know we could arrange it much cheaper as a unit or group.

ALCOHOL BEATS MILK FOR OLDSTERS

San Francisco, Feb. 22 (AP)

Alcohol is better than milk in the diet of oldsters, even though it is not the best food, a medical

scientist who specializes in arthritis research said today.

Because milk contains a large amount of calcium, it can become a kind of drug in the systems of elderly people and in some instances it can produce a form of poisoning, he asserted.

One of the most common calcium troubles involves Paget's disease, Dr. Felix O. Kolb said in a paper before the California Medical Assn. Dr. Kolb is a researcher in arthritis and related diseases at the University of California Medical Center.

Paget's disease, Dr. Kolb reported is a disorder in which the bones become larger, warmer and weaker. There is a gradual breakdown of the protein framework of bone. This results in a reduced need for calcium as the filler material in the framework.

The system has to get rid of the calcium freed by the breakdown of old bone and it has to cope with the calcium in the daily diet. This can mean a calcium

excess which can cause kidney stones and other disorders, even heart trouble, Dr. Kolb said.

Paget's disease affects to some degree 3½ per cent of the U. S. population or about seven million people, the physician added. Osteoarthritis, another bone-degenerating ailment, affects even more. In all of these there is a calcium problem, Dr. Kolb said.

A combination of male and female sex hormones can be administered to relieve pain and promote bone repair but cannot cure the disease, Dr. Kolb said. Hormones such as cortisone and ACTH also have been used but have to be administered carefully.

A powerful aid to treatment, Dr. Kolb reported, is a low calcium diet, which should exclude milk.

Talking to reporters afterward, Dr. Kolb said: "I think some elements of the dairy industry have sold us a bill of goods so far as diet for oldsters is concerned. This

(Continued on Page 2)

THE MASSEUR

Bimonthly publication of the
American
Massage and Therapy Association.
formally known
American Association of Masseurs
and Masseuses.

Published in Decatur, Illinois
Charles W. Brooks, Editor
3111 North Water Street



PRESIDENT'S MESSAGE OUR NEW NAME

Seldom has anything happened in our association that has caused the comment (both pro and con) that equals our name change.

We personally feel that the name change was both desirable and necessary for the development and growth of our organization.

Several letters have been sent to us about the name change; most letters, we are happy to report, are in favor of the change. We have had one letter in particular though, that severely criticized the name change and also criticized the fact that about one-third of our members have had some other education as well as massage therapy.

We strongly feel that anyone

who is practicing Massage Therapy or Physical Therapy and has the proper licenses (if necessary) should be very welcome in our association. They, of course, should meet the educational requirements as stated in our application procedure.

We do not feel that a higher education in any field should hinder anyone from joining our association. Even if a person is educated as a doctor in another field (medical, chiropractic, podiatrist, chiropodist, osteopath, etc.) as long as he is practicing massage therapy or physical therapy (not in conflict with his state law) he is a welcome addition to our membership.

The name change, of course, paves the way to obtain licensed Physical Therapists as members in those states where P.T.'s are licensed. It was about time for the change, too, as **many** of our members hold state licenses in Physical Therapy. In those states where Physical Therapists are not covered by a law, we feel we should admit as members anyone practicing Physical Therapy who meets our educational requirements.

The same rule will hold true for Massage Therapy, of course. In those states that have massage laws, we will welcome as members anyone who is licensed by the particular state and who meets our educational standards. In those states that do not have a massage law, we will admit anyone practicing Massage Therapy who meets our educational requirements and is properly recommended.

We feel very strongly that the above statement of policy will pave the way to a good healthy growth of our organization and will help the various state chapters grow in prestige as well as members.

May we all work **together** for the good of our worthy cause.

Massagically yours,
Thomas D. Olson,
National President

ATTENTION ALL CHAPTERS AND MEMBERS

California Chapter invites, requests, and asks all chapters and members to take part in their souvenir convention program. You can place an ad in the program at the following costs:

Full page \$30.00

One-half page \$15.00

Or a personal business card ad for \$5.00.

This book is going to be the nicest and one of the best ever published. One that you will really want to keep. So whether you attend or not, be represented with your ad or a message in the space you purchase. Send all copy and money to Lloyd C. Allen, 605 North Garey Ave., Pomona, Calif.

All ads must be in by June 10th. Also maybe you can influence some professional people to buy advertising space. Get your reservations in as early as possible. It gives the host chapter confidence and gives them a back log to support preparations and expenses for the convention.

BUTTONS & PINS

Lapel buttons and pins are available now. Send your money (\$1.50 each) to Samuel Dahlgren, 1104 4th St. So., Fargo, N. Dakota.

Also new decals 35c & 75c size. Cuts are available for your printing also. \$3.00 each, two sizes, be sure to specify which size you want.

(Continued from Page 1)

business of a quart of milk a day is for the birds. Milk is all right for little cows and maybe for little people but not for older people.

"Alcohol, if you are going to use it, is not the best, but it is a better item in the diet of oldsters than milk."

Reprinted from the Decatur Herald, Feb., 1959.

TO THE EDITOR—

Dear Editor:

In the last issue of "The Masseur", you mention that some of the states are reluctant to accept the change in title, from American Association of Masseurs & Masseuses, to that of American Association of Massage and Therapy.

I know it is too late now, to do any griping as the deed is done. It is my personal opinion that such a change should have been put to a vote of the entire membership, and not just those few, who were fortunate enough to attend the National Convention, to make the decision for the majority.

I am not exactly fond of the name of Masseur or Masseuse, for one who practices massage therapy, but it is the name given in the dictionary to describe our work. I prefer Massage Therapist, myself.

The new title chosen by the National Convention would lead me to believe that massage is not therapy, as the new title reads, massage and therapy. If that word **and** had been left out, I would feel much better about the new name. I have talked with some massage therapists who do a real, honest-to-goodness, scientific massage. They feel as I do, that massage is therapy, and will get results if the therapist is not too lazy to work at it.

I do not care for the new emblem, can't understand its meaning, whether it is a soft ice cream cone the hands are holding, or whether it is supposed to be a torch. Which ever it is I can't see what healing hands are doing with it. We do sometimes like an ice cream cone, but why are we carrying a torch?

Fraternally,

John A. Murray, R.M.

I appreciate your letter and will have to admit it is a gripe. What I can't understand is why you members sit on your hands out there and won't write in anything. I know you talk it up

among yourselves but how am I to know? We submitted a proof of the emblem and you had six weeks to write in any comments. So don't blame me if I have to do your thinking for you.

Why wouldn't you think we are carrying a torch? Anybody who will fight for a just cause carries a torch. I can give you a half dozen reasons why our profession is carrying a torch.

John, the reason we have conventions is in order to get things done. Suppose we had put the name up to a vote of the entire membership. Six months later there would be people like you writing in with their opinions.

We discussed the 'and' in the title for a long time and then voted it ~. It is not used to rob the Massage Technician but to include the Physical Therapist of which we have many in our organization.

TO THE EDITOR—

706 Kern, Waterloo, Iowa

Dr. Charles W. Brooks:

I received my Certificate, in fine shape a few weeks ago. I was so thrilled with it. The new design and emblem and especially our new name—"American Massage and Therapy Association"—looks better to me than the old name.

I got a thrill with this one that I didn't get with the other one. Can't explain it—just did. Hope everyone else feels the same.

I am enclosing the picture you asked for showing me at the or-



gan. Don't misinterpret, I am not an organist, I am only trying to learn. I'm having a lot of fun (trying to learn) sometimes the only time I have a chance to play it is after 9 p. m. to 12 p. m. Usually have to play a tune for my patients before they leave. It is very relaxing after a hard day's work to be able to play a few tunes before I retire. Wish I could have started music lessons when I was young. But didn't until we got the organ about three years ago. So you see I'm a little slow catching on.

I'm enclosing \$5.00 check to be a donation toward the Masseur Magazine which I enjoy so much.

I remain,

Myrtle M. Hudson

QUAD STATES SPRING CONVENTION

Wisconsin, Indiana, Iowa and Illinois will meet in Peoria at the Jefferson Hotel, April 11 and 12 for their Spring get together. This will be their 4th Spring Convention.

Because of our legislative program, Illinois being the host state decided to cancel this year's program. I think I even notified the Indiana Chapter of our intentions. But later we decided to go ahead and have worked up a very worthwhile program and entertainment.

So we will see all of you from Wisconsin, Indiana, Iowa and Illinois on April 11 and 12. The hotel management has promised us about everything in the book. They gave me Hotel Reservation Cards which I have sent out to all Chapter Secretaries which of course they in turn will mail to said members. Make your hotel reservations as early as possible. Send your ten dollars (\$10.00) Convention reservation to Dick Frysinger, 1811 7th Avenue, Moline, Illinois.

The \$10.00 fee includes, Bus, Tour, Banquet, Entertainment and Smorgasbord. We are trying to arrange a tour with the Caterpillar Tractor Plant.

FOOD ADDITIVES UNDER SCRUTINY

Regulation of food additives to prevent use of those that might prove harmful to the consumer is the purpose of a new law to become effective March 5 as a part of the Federal Food, Drug and Cosmetic Act.

Years of research and hearings were behind the drive which finally pushed the bill through Congress. It will be the first law covering the use of such chemical agents as flavorings, sweeteners, thickeners, preservatives and a host of other food additives.

Under the new law, industry must pre-test proposed food additives and submit evidence to the Food and Drug Administration showing that the chemicals will be safe in the amounts to be used. Otherwise, their use will not be permitted.

Highly toxic substances never have been much of a problem in foods. The difficulty has stemmed from chemical agents that can cause injury slowly through prolonged use. Evidence of harm from such sources can be gained only from several years of animal tests, in many cases.

When such a substance was deemed by the Food and Drug Administration to be harmful, it often took months and sometimes even years of hearings and litigation in the courts to get a restraining order against the food company using it. In the meantime, the firm could continue using it in the foods it sold.

Need for the precautions covered by the new law has become more urgent in recent years, because of the increasing number of food additives and their more nearly universal use.

The new measure provides controls which can prove valuable safeguards to the public health. How effectively the law achieves its purpose will depend on the conscientiousness with which it is administered.



Belated 1958 Birthday wishes
are in order for:

September 1958

- 1—Katherine Lizak,
Wisconsin Chapter
- 15—John Persona,
Wisconsin Chapter

October

- 9—Sadie A. Seligman,
Worcester, Mass.
- 4—O. R. Simpson,
Wisconsin Chapter

December

- 30—Roy LeRoy,
Wisconsin Chapter

January 1959

- 14—Mimo Rendall,
Wisconsin Chapter
- 17—Mabel Huggins,
Wisconsin Chapter

February

- 21—Ellen Zahn,
Wisconsin Chapter

March

- 7—Glenn Carlson,
Georgia Chapter
- 20—Sam Dahlgren
North Dakota Chapter
- 24—Mrs. O. R. Simpson
Wisconsin Chapter

When you tell your troubles to
someone else, ask yourself how
you would like to listen to his.

—o—

Most people like hard work.
Particularly when they are paying
for it.

MASSACHUSETTS

The March 8th meeting of the Massachusetts Chapter took place at 216 Park Ave., Worcester, Mass.

The members present were Mr. and Mrs. F. Goffinet, Fall River, Mass.; Gladys Howard, Boston, Mass.; Henry LaFleur, Pres., Mr. and Mrs. A. Nyman, Boston, Mass., and Anna Nyman who will spend the summer in Sweden; Mr. and Mrs. H. White, E. Walpole; Tarus Rano, Worcester; Mary Conrad, E. Braintree, and from Rhode Island—Alice Smith, Ida Thorson and Madge and Bill Banahan and Cecilia Soglio.

Our newest Mass. member, Tinnea Jacobson says she never has seen a group so willing to share or tell each other how—why—what, etc.

Dr. Adolph Mettzer spoke on "Massage for Impaired Circulation."

A tri-state convention will be held May 16 and 17 at Bancroft Hotel, Worcester, Mass. Massachusetts, Rhode Island and New Hampshire are looking forward to its third Tri-State Convention. You are all invited.

Sincerely,

Sadie A. Seligman,
Sec.-Treas.

The mother of Ann White
passed away in Chicago.

Sadie A. Seligman

Gerva Connor passed away Saturday, March 7th in Kansas City, Kansas. Funeral service was held in the Allen Chapel, Kansas City, Mo.

IOWA LOSES TWO MEMBERS BY DEATH

Mr. Edward P. O'Donnell who was employed by Van Thompson of Des Moines, Iowa. He died of a heart ailment.

Mrs. Julia Pitzenberger, age 71, Waterloo, Iowa. She owned and operated Pitzes' School of Beauty & Pitzes' Baths.

RHODE ISLAND

The Masseur, Editor:

In spite of bad weather our meeting was held March 2nd at the home of our President, Alice Smith.

We discussed and decided to go to meeting, March 8th, Massachusetts Chapter.

Nominated new officers: President, Mrs. Alice Smith, 2nd yr.; Mrs. Ida Thorsen, Sec.-Treas.

Planned to invite Massachusetts Chapter to Rhode Island Chapter meeting in April.

Decided it was time to find out what was holding up our material on new emblems. Can you give us any information? Have they decided just what the new emblems are going to be? We will send in our dollars when we are sure what has been decided.

Refreshments were served and we turned our faces toward home, through sleet and rain.

Respectfully submitted,

Madge Banahan, Sec.

MASSEURS HOLD CLINIC, HEAR PROFESSION LAUDED

Thirty members and guests of the Pennsylvania Chapter of the American Assn. of Masseurs and Masseuses heard a series of lectures at an all-day clinic yesterday in the Lehigh Valley Club, Allentown.

A feature of the program was a luncheon address by Mayor Donald V. Hock. The official lauded the work of the profession and said those present make a vital contribution toward health and physical fitness.

Chaplain Wilfred Fritchman of Lentz Legion, Allentown, opened the program with a memorial service for Wilson L. Lutte, state president, who died in December. Lutte was masseur at Allentown YMCA.

Charles Hixon of St. Luke's Hospital, Bethlehem, and Joseph

Dudeck Jr. of Sacred Heart Hospital, Allentown, spoke on "Physical Therapy."

One of the highlights of the day was a lecture on "brainwaves" by Dr. Eugene Beltrame of St. Luke's Hospital. A film accompanied the talk.

Stewart Miller of Harrisburg spoke on "Massage" and Dr. Emil H. Havach, trainer at Lehigh University, spoke on "Taping and Care of Lower Extremities."

Greetings were extended by Edward Sandow, YMCA general secretary, Dr. John DiLeo of Sacred Heart Hospital, presided. Thomas R. Fink of Hellertown was program chairman.

Thomas Fink wrote that people attended the clinic from as far away as New York, Maryland, New Jersey and western Pennsylvania.

S. D. Masseurs Deny Saying All Nerve Endings in Foot

Rapid City (AP)—Not all nerve endings are in the foot and we never said they were, reported the South Dakota Massage Assn. Saturday to a Jan. 2 Associated Press story revealing foot massaging in the state is a \$3 million business.

Nor has it ever claimed to diagnose or treat human ills through massaging of the feet, the association announced.

"The association wishes to make it clearly understood that foot massage is not claimed as a cure for any human ill," the statement read. "Those who make this claim are not in accord with the principles of the association. Neither is it claimed that masseurs can diagnose or prescribe. But it is obvious that many people have benefitted physically from these massages."

The three-page retort was submitted by Percy Varland of Spearfish. Officers of the association, according to Varland's statement, are Jack Amundson of Gettys-

burg, president; Les Meeker, Deadwood, vice president; Goldie M. Strong, Sioux Falls, secretary, and Margaret Rooney, of St. Lawrence, treasurer. Varland also listed the association's lobbyist to the legislature as Otis Anderson, Spearfish.

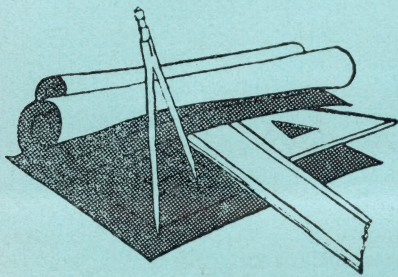
Varland's statement was a reply to a story on the practice of "reflexology" in South Dakota. That story noted that court injunctions have been issued against several South Dakota practitioners of reflexology, or foot massaging.

The injunction actions were brought by John Zimmer, Parker, an attorney for the state's science board. Whether court injunctions can be legally issued depends on whether reflexologists claim they can heal. South Dakota's basic science law limits the healing arts to doctors of medicine, osteopaths and chiropractors. Before these arts can be practiced in the state, practitioners must pass a basic science examination.

Varland denied that members of the South Dakota Massage Assn. claim to heal. And the association is now attempting to standardize its methods "and to correct any misconceptions which may have been obtained from lack of organization in the past," according to Varland.

"During the past year, several statewide meetings were held for that purpose and all massage practitioners were urged to attend. Those meetings stressed the fact that the use of diagnosis and prescription with respect to human ills is restricted to those persons so authorized by the basic science law. The meetings generally recognized the fact that reflexology and other types of massage are unqualified for such diagnosing, do not necessarily provide a cure for human ills, and serve in the main as a means of stimulating the human system to alleviate many bodily discomforts," Varland wrote.

Varland pointed out that court injunctions requiring the cessation of diagnosis and prescription by those unauthorized do not enjoin reflexologists from practicing as long as they remain within their legal field of practice.



DESIGN FOR LIVING THIS COLORFUL LANGUAGE OF OURS

There are a lot of peculiar things about color. It seems to be closely woven into the fabric of life, to be strangely mortal in its appeal and strangely expressive of human thoughts, moods and emotions. For the hues of the spectrum bespeak a language which all of us understand. To search out the beginnings of some of these pat phrases used in everyday conversation we have gone to the big dictionaries and word books to track them down.

At once red is the passionate and ardent hue of the spectrum, marking the saint and the prostitute, patriotism and anarchy, love and hatred, compassion and war. For all great emotions, great extremes, heroic or vile, seem akin to red. Here is the symbol of courage, bloodshed, cruelty, martyrdom, justice, health, danger—fervid all.

Man must paint the town red, for no other hue could possibly do for a wild and ribald time. The phrase is of American origin (1890). He pours liquor down the red lane of his throat. He sees red and like the bull is infuriated and waves the red flannel of his tongue in loud vituperations.

A man's newspaper is filled with red-hot news. When he is broke he is in the red (the bookkeeper started the practice). Since 1840 his life has been plagued by red tape. Since 1892 he has seen politicians drag red herrings across the line and has heard them shout about reds and radicals in order to dodge their own corruption. He speaks of pink tea parties, red letter days, red caps and red heads. The bum hasn't a red cent to his name.

Yet dejected and glum he gazes through rose-colored glasses for a blissful if untrue glimpse of life.

Yellow he despises. Not once does he use it with any joy or munificence in his heart. Not knowing that yellow once marked the heathen, he refers to any scoundrel as a yellow dog and to any coward as having a yellow streak. His yellow journalism sprang up in 1895 when a New York paper ran a picture of a child—the yellow kid—in a yellow dress as an experiment in printing. In 1898 a newspaper head cried, "THE YELLOW PRESS IS FOR WAR WITH SPAIN AT ALL COSTS." Since then yellow has been the token of sensational journalism.

Green is made the demon of jealousy. Greenbacks are paper currency. The greener is an inexperienced worker, the greenhorn a dolt fresh from the country. The color lacks importunate, holy, or profane qualities and thus does not compare with the rest of the spectrum as a source of slang.

Blue, however, is indispensable. No literary genius has yet lived who could surpass the simple statement, "I feel blue!" What is its derivation? The allusion to blue as synonymous with dejection and despair is almost as old as the English language itself. Back in 1550 a poet wrote, "Then answerit Meg full blew." In 1660, "It made the sunne looke blue." In 1682, "But when he cam to't, the poor Lad look't Blew."

Later, to have the blue devils was to be insane. This was short-

ened to blues as a token of mental depression. The idea has struck the fancy of man. Blue looks moribund and glum. Blue music is mournful.

Then from the blues came blue ruin for gin (1820), blue gloom for the reformer, blue laws (said to have been bound in blue covers) blue funk for hysteria and panic, blue Monday for the first day to school. To yell blue murder was popular in 1874, and to curse the air blue (1870) still survives.

The blue apron was a tradesman. True blue referred to the integrity of the sky. A bolt from the blue expressed the suddenness of lightning. Once in a blue moon was apparently the invention of a Miss Braddon who in 1869 wrote, "A fruit party once in a blue moon." In the blue meant to be astray mentally.

The blue-blood was one who claimed eminent ancestry and whose blood, in consequence, was not vulgar and red like the blood of the mob. The blue stocking was a person well cultivated in intellect but without much compassion for his neighbors. The compound dates back to 1790 in England when a number of dilettantes organized to discuss literature rather than play cards. A few or all of them wore blue stockings.

Purple expresses rage, regality, or priggishness. The Mauve Decade tells of an era when people were neither red nor blue but a combination of both—purple. A purple time (1894) expressed the Englishman's conception of a happy affair. The garden violet was an onion.

In 1832 Dickens wrote in "Pickwick Papers," "He'll come out done so exceeding' brown that his friends won't know him." To do a person brown thus became the verbal token of a genteel swindle. Brown talk meant very proper conversation in 1700.

Black has many of the connotations of blue—a black look, black despair, black conscience. And like blue it speaks for itself. The word blackguard dates back to

1730 when the shade was worn by servants, camp followers, and runagates in general. The black sheep was the disgrace of his family. To black-ball a man was to put him out of favor through slander. Blackmail was blackmail—how else to describe it? Blacklist was used by Milton in 1692.

Black art was burglary in the eighteenth century and a mortician's work in the nineteenth. A Black Maria was a patrol wagon, then a coffin. A black box was a lawyer, a black coat a clergyman, a blackleg a scab laborer.

In the seventeenth century men blushed like black dogs. And when they find themselves "out in the cold" in the twentieth century they are in the black books.

White is associated with the Aryan race, and its members, vain as they are, naturally assume that no other hue is quite as honorable. To say that a man is white all the way through—or just white—is an Americanism dating back to 1877.

Then the white man referred to noble humanity as against the inhumanity of the Indian and Negro, the red man and the black man. The white man's burden—his work—is also an Americanism. The white-haired boy, however, is Irish, and the pride of his family. To show the white feather or to wave the white flag is to surrender or "back out" of a mess. White being a symbol of peace is supposed to soften the heart of the conquering aggressor and make him merciful.

Color has fed the language of man with a rich and tasty diet. If his jargon lacks graciousness, it is certainly terse—and very handy in his humble effort to express himself.

babblin' Brooks.

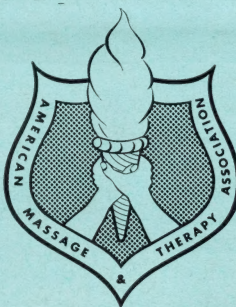
MOMENTS

The best thing about color TV is that so far the Joneses haven't been able to afford it either.

* * *

Temper gets you into trouble but it's pride that keeps you there.

CALIFORNIA CHAPTER PROUDLY PRESENTS
—THE—
**FOURTEENTH NATIONAL
CONVENTION**
—of the—
**American Massage
—and—
Therapy Association**




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AUGUST 12, 13, 14, 15, 1959

LLOYD C. ALLEN
SECRETARY - TREASURER
605 N. CAREY AVE.
POMONA, CALIF.

GEORGE D. GAMMON
CONVENTION CHAIRMAN
771 3RD ST.
SAN BERNADINO, CALIF.

Dear Members of AM & TA
and Friends:

In heading this Committee for Organization and Membership, I have assumed an important responsibility. It is the duty of this committee to aid and assist the local officers of each state chapter to resolve any problems concerning organization and membership in a way that will be to the best interests of AM & TA.

It is not the function or purpose to rule or dictate to any state chapter, but to offer friendly and practical assistance on such questions as who is acceptable or unacceptable, how to get delinquent members to pay up and continue as members. Keeping old members is just as important as getting new ones. We will also offer suggestions on how to locate and approach prospective members. We will arrange help and assistance for any group of members in an unorganized state who desire to form a chapter of AM & TA.

We will ever be ready to enter into talks and negotiations with other Massage and Therapy Associations who might desire to amalgamate with AM & TA that the profession might become unified and stronger, the better able to protect the rights of all concerned.

Membership in AM & TA is of real value to every member of our profession today and it will have an even greater value in the near future. This is important if we are to be a progressive, growing organization able to give the protection and service our members need. We are dedicated to this end.

It is our desire and fervent hope that those in need will avail themselves of such help and assistance as we can give.

Most Sincerely,
Lowell M. Spangle



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Mabel L. Huggins, Therapist
103 CENTRAL AVE. MARSHFIELD, WIS.
Phone 1206
Swedish Massage :: Colon Therapy ::
Reducing and Upbuilding :: Infra-Red-
Ultra-Violet Therapy
Special Leg and Foot Massage

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HEALTH SERVICE
For Pain and Distress of strained Muscles,
Stimulation and Relaxation.
Swedish Massage, Reflexology, Wundt
Baths, Plasmatics and Ultrasonics.
CASSETON, NORTH DAKOTA

CONVENTION RESERVATIONS

1959 A.M.T.A. NATIONAL CONVENTION

REGISTRATION

Lafayette Hotel

August 12, 13, 14, 15, 1959

Long Beach, Calif.

To the California Chapter:

Yes! I plan to attend the 14th Annual National Convention to be held in the Lafayette Hotel, Long Beach, California, August 12-15. Enclosed please find \$15.00 (Check or Money Order, payable to Sec'y-Treas. California Chapter).

Name _____ Address _____

Chapter Member _____ Other Affiliations _____

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PRE-CONVENTION EDUCATIONAL PROGRAM (Refresher Course)

Please enroll me for a **three day Educational Plan Course** to be conducted prior to the National Convention. Here is my check for \$10.00 which goes into the Convention Expense Fund, as a deposit toward my tuition. Balance of forty dollars will be paid as classes progress. (Certificates Awarded)

Monday, August 10, 1959

9:30-11:30 A.M. Adv. Techniques of Massage.....Lloyd C. Allen, R.M., Ph.D.

1:00-3:00 P.M. Contact Healing.....F. M. Houston, D.C., Ph.C.

3:00-5:00 P.M. Adv. Physical Therapy.....Francis M. Humphrey, L.P.T.

Tuesday and Wednesday August 11 and 12

(Same hourly schedule as Monday)

Name _____ Address _____

EXHIBITORS BOOTH RESERVATION

Please accept this \$_____ check as a deposit for booth space at the NATIONAL CONVENTION of the American Massage & Therapy Ass'n in the Lafayette Hotel, in Long Beach, August 12-15. (Booth space reservation is \$40.00, \$45.00 and \$50.00 depending on number of electrical outlets used.)

Name of Firm _____ Address _____

(It is hereby mutually agreed that if for some unforeseen reason I am unable to attend the 14th Annual Convention of the A.M.T.A., my money will be refunded.)

Fraternally yours,
Lloyd C. Allen, Calif. State Sec'y-Treas.
605 N. Garey Ave., Pomona, Calif.